IN THE SPECIFICATION:

On page 4, second full paragraph,

The system for automatically locating visibility zones from which an element to be viewed is visible (denominated as effective visibility zones), is wherein it comprises at least a computer application with means to locate said potential and effective visibility zones by means of a set of visibility zone locating criteria comprising:

at least one item of data about an element to be viewed selected from location, morphology, orientation and combinations thereof, with which the potential visibility zone locating means automatically locate at least a potential visibility zone assigned to the element to be viewed, and

at least one visibility study region mapped and stored on a computer-readable medium with which, as function of the said potential visibility zone, the effective visibility zone locating means automatically locate effective visibility zones selected from effective visibility areas, effective visibility axes and combinations thereof, from which the element to be viewed is visible.

In the paragraph bridging pages 13 and 14,

FIG. 7 is a flowchart illustrating operation of a computer application (15) and the locating means (14) therein. Said locating means enables to locate the potential visibility angle (8), zone (9), axe (10), and the effective visibility zone (17), axe (18), areas (19), space (20), courses (21) from the data about the element to be viewed.

FIG. 8A illustrates the potential visibility zone (9) using only the street axis (16) with navigational information stored on a computer-readable medium.

On page 15, first full paragraph,

Also as input parameters, the system takes all of the information related to the urban environment visibility criteria (visibility study region) mapped and stored on a computer-readable medium or, if necessary, in absence of information, it extrapolates said information from a similar zone. Other possible input parameters may be comprised by parametrizable visibility optimization criteria (greater visibility, greater frontal visibility, longer viewing time, greater degree of viewing closeness, ...) Said information comprises: location, shape and height of the buildings, course in which the urban street are traveled, estimate of the number of people using these streets, ...

On page 15, second full paragraph,

On said urban environment, the system plots the area of influence of the aforementioned advertising medium.

By means of computer processing, the systems makes a detailed analysis of the urban environment mapped and stored on a computer-readable medium for determining whether there are zones preventing the advertising medium from being visible.